

The Claresholm Advertiser

Vol. 2, No. 1

CLARESHOLM, ALTA., WEDNESDAY, APRIL 21st, 1915

Subscription, \$1.50 Per Year in Advance

PROFESSIONAL AND SMALL BUSINESS CARDS

Space in this column, not for over one inch, is available for sale at 10¢ per line. It is not to be used for advertising, but for the purpose of giving notice of business, or for the purpose of giving notice of death.

LEGAL

J. R. WATT, B.A.

BARRISTER, NOTARY PUBLIC
OFFICE:—THIRD AVENUE
CLARESHOLM, ALBERTA
Visits Stavelay by Appointment

H. O. HASLAM

Barrister and Notary Public
Solicitor for:
THE CANADIAN BANK OF COMMERCE
THE TRUST COMPANY OF CANADA
CLARESHOLM, ALBERTA

VETERINARY

Dr. M. W. Fawcett

Veterinary Surgeon
Office: Vanhorn's Livery Barn
CLARESHOLM - ALBERTA
Phone 3.

CHURCH DIRECTORY

Your Church committee should be here

LODGE DIRECTORY

Your lodge notes can get full publicity here. Welcome visitors to lodge through this space

THE PEOPLE'S CORNER

Advertisements inserted under this heading, not over six lines, 5¢ an insertion. Three insertions for \$1.00. Last Insertion, Free. For Sale, Help Wanted, Situations Wanted, all bring quick and best results when inserted in The Advertiser. Remember, we save paper for you, and save for you.

LOST—\$10 REWARD

A gray mare, branded SN on right thigh, with black horse collar. Ten dollars reward will be paid for the return of above animal to Rudolph Koehler, Claresholm, Alta.

SALE SECOND-HAND FARM MACHINERY

Second-hand Machinery—Reaping and McCormick drills, wagon plows, binders, mowers, harrows, cultivators, separators. All like above offered at bargain prices—M. C. Co., 211, St. Frank Murray & Co., Claresholm, Alta. 1-1

GREEN FEED TO SELL

I have about 5 or 6 tons of green oats, good feed, for sale at a reasonable price. Apply John Stevenson, Phone B10, Claresholm, Alta. 2-3

TRACTOR FOR SALE

For sale for \$1,000.00 or will trade for horse, a 24-H.P. Gasoline Tractor, a 5-horsepower P. & O. Plow, Box 291, Claresholm, Alta. 5-3

HAS RYE GRASS SEED

I have a quantity of Western Rye Grass Seed for sale, good, plump, well-matured seed. 8 cents per pound. Daniel Smalstad, Claresholm, Alta. 5-3

NOTICE

The grazing rights on the Exhibition Grounds are let for 1915. Hereafter all cattle or horses found there will be turned out.

By Order of
CLARESHOLM PARK ASSOCIATION LTD.
J. E. Moffatt, Pres; J. R. Watt, Sec. 52-2

C. M. R. for Sarcee Camp

By May 7th, it is said that the squadrons of the 13th Canadian Mounted Rifles in training at Pincher Creek, Madoc and Carleton and also the 12th C. M. R. in training at Calgary, having attained about all the proficiency possible in the training in detached groups, will be moved to the Sarcee Reserve camp and there as a whole continue the work of preparation for active service. It is thought that the infantry will also be at this camp and there will be probably over 6,000 soldiers in this camp.

Grave 'Neath Indian Skies

Mrs. R. Cockburn, a sister of D. H. Dinning, of Claresholm, is in receipt of a letter and a photograph from the Burnham Oil Co. of Glasgow, with which company her late husband was chief engineer of the ill-fated steamer "Twining", which was destroyed by the town of Twining, Alberta, on Nov. 18th, 1913, in which Mrs. Cockburn lost her life. In the heart of this quaint coast town, in the English cemetery, the company have erected a monument bearing the inscription, "In memory of the Men of Robert Cockburn, Chief Engineer who died in leaving the Burnham Oil Co's Steamer 'Twining', destroyed by fire, at Twining, Nov. 18th, 1913." By its side is the grave of a little girl whose life went out in the same disaster. Floral offerings deck the concrete platform on which the grave stones of marble rest. The photograph is a very clear representation of the stones and their surroundings, and bears the signature of the photographer, V. Annunzio, doubtless a loyal subject of King George, Emperor of India.

Recent Local Appointments

The recent issue of the Alberta Gazette announces the appointment of A. E. Shuttlesworth, Blackie, and C. S. Noble, Noholwood, to the provincial board of agricultural education. Dr. A. H. N. Kennedy, of Macleod, is appointed medical referee under the Workmen's Compensation Act. Wm. Moffatt and J. E. C. Moffatt, Claresholm, and E. E. McCulley, manager of the Bank of Hamilton, Stavelay, are appointed commissioners for taking affidavits. J. E. Moffatt is now competent to issue marriage licenses and is also a justice residing in place of C. W. Evans, retired.

Studying the Cut Worm

Prin. Stephen, of the Claresholm school of agriculture, returned from a visit to the Wellington and Raymond districts on Monday where he and E. H. Strickland, the entomologist of the Dominion government experimental farm at Lethbridge, have been conducting investigations of the reported prevalence of the cutworm in these districts. The fact that those worms have appeared in sufficient numbers to cause anxiety in the districts affected will not admit of doubt, but at the same time, the grossly exaggerated reports have appeared in this connection. Where these pests have already appeared, the adoption of Mr. Strickland's suggestions, to control some of the smaller ones has been deemed of little use, but the larger ones, which are heavily encumbered by Mr. Stephen. With crops already grown in the ground should be made to expose to a vigorous growth. In fields now already seeded any weed growth should be prevented. One of the main facts will be the main factor in the eradication of the pest for the future.

Auto Fatality in Calgary

Miss Elvior Griffiths, 18 years of age, a daughter of C. H. Griffiths of Calgary, was knocked down by an automobile driven by Miss Jennie L. Earle, on Monday evening. Miss Griffiths was so badly injured that her death occurred five hours later. Mr. Griffiths, the father of the injured girl, as a traveler for R. F. Ackerman Co., harness manufacturers of Toronto, is well-known in Claresholm. He had a horse entered in the race here three mornings ago and is known as an enthusiastic horseman. The coroner's jury brought in a verdict which places the blame for the accident upon the driver of the auto and Miss Earle is out on bail with a charge of manslaughter probably pending.

Bullet Not Discovered

Ray, the young son of V. A. Porter, implement dealer, is recovering from the bullet wound which he received as the result of almost criminal carelessness on the part of the police. The flesh wound in the arm seems to have been caused by the same bullet which entered his forehead, his arm apparently having been raised to his head in such a position that the shot passed through the arm and then the bullet with its momentum passed piercing the skull and imbedding itself in the muscular fibres, which would close in upon it and resist the probe. It is owing to this interference in the progress of the bullet that the ball's escape from instant death may be credited. The physician does not anticipate any serious result from the presence of the bullet in the boy's head.

Will Talk on Chicks

The Claresholm branch of the Women's Institute will hold its regular meeting at the school of agriculture on Saturday afternoon at 3 o'clock, April 24th. The subject for discussion is "The Hatching and Care of Chicks," to be led by J. W. McKenzie, who is known throughout the province for the success with which he has been in the raising of prize-winning White Leghorns. Mrs. McKenzie will give good advice and the meeting should prove very interesting. All women are cordially invited to attend.

For King and Country

The Advertiser is informed that Ernie Bockingham, who today attained his majority, left for Macleod and enlisted in the 13th C. M. R. Ernie had just completed his first year at the school of agriculture taking first place and had resumed his duties at the C. P. R. freight shed. Evidently the call of duty has proven strong enough to cause him to give his services to his country.

Oil Situation in South

The oil situation in the south is challenging the attention these days. The United States is producing 10,000,000 ft. of gas daily; the Beaver Oil, compelled to abandon its first well at 703 ft. by having struck a heavy flow of gas and an artesian flow of water, which could not be controlled, have caused their rig a few feet for safety and are again drilling. The 8-gal well is at the 2,000 ft. level, with such a satisfactory showing that another well has been started a hundred yards west of the boundary in Montana and Sagar is after a franchise to supply the city of Great Falls with gas; the Stokes Stephens company began their well on Monday.

Crop Acreage Is Increased

Seedling is being presented with vigor in this neighborhood and the soil conditions have not been more favorable in many years. There is likely to be a largely increased acreage soon to wheat, perhaps to the extent of 25 per cent increase and clover seed which has to a more general extent been properly tilled and sown. The oat acreage will be materially decreased. The pastures are very much in need of rain for bringing the grass along, but there is ample moisture in the ground to germinate the seed and to supply the growing plant for some time.

Lutheran Synod at Granum

The ministers of the Evangelical Lutheran Synod of Missouri, Ohio and other states met in convention at the parsonage of the Rev. Carl Janow at Granum, April 13-15th. The object of this convention was to discuss the welfare of the missionary work of the synod in Southern Alberta. For two reason sessions were held both in the morning and in the afternoon. The missionaries from the various fields of labor related their experiences and marked progress was noted in the work, especially in the rural districts. The work of the pastors in the cities was hampered considerably by the prevailing conditions of non-employment and financial stringency. Although a number of the pastor delegates had appeared at the conference with heavy hearts, burdened with the many reverses with which they had been met since the last convention, nevertheless each departed refreshed and imbued with new courage to wage unflinchingly the war of the Lord. The next convention will be held at Calgary during the month of September.

Helping a Neighbor

The neighbors planned a surprise for B. A. Annable, whose wife has been ill for some time at Calgary and whose spring season has got somewhat behind. They conspired to move a plowing outfit on to his land and turn up something. Their plans were put into execution but the surprise leaked out prematurely. F. P. Mosley and company pulled the engine and a number of the neighbors contributed work and gasoline. It speaks well for the spirit of the neighborhood that such action should have been taken and is an indication that a community spirit is developing and breaking through the "every man for himself and the devil take the hindmost" crust which has been too common in this west of ours.

Ultimatum to Cut Worms

The following report by E. H. Strickland, of the Dominion Department of Agriculture, will be of help to any farmers who may be bothered with the army cutworm. This report is re-produced from The Lethbridge Herald. The "worm" which is causing some anxiety to the farmers in certain districts is the caterpillar of the noctuid cutworm, which is abundant in the summer of 1911. These worms, although now feeding exclusively on weeds, will eat whatever crop is sown upon fields where they are present. They feed at night upon vegetation of the roots of the corn, and in September, and perhaps a little earlier. By the end of October the eggs had hatched and the small worms fed upon the abundant growth of weeds present at that time throughout the country, and the farmers are attracted to them.

(Continued on page two.)

Seeks Health in Jamaica

Former R. W. M. P. sergeant Waters left on Monday evening for New York on his way to the island of Jamaica where he will pay an extended visit to his sister. He has been a sufferer from rheumatism at most all of the two years since he left the force. Mr. Waters arrived from Vancouver last week and spent a few days as guest at the ranch of F. E. Elliott. While at the coast Mr. Waters had tried many suggested avenues to recovery but without success and it is upon the advice of his physician that he will seek to recover health in a tropical climate.

At Home and Abroad

J. F. Hagerman and family returned to his farm near Parkland on Monday evening.

Wm. Moffatt returned from Edmonton on Sunday, the house having propped on Saturday.

Orders are coming in briskly to the School of Agriculture for nitro-culture for alfalfa.

Rev. McNiel returned last week from a visit to the homebodies of his boys near Empress.

J. B. Doyle is enjoying a visit from his daughter-in-law, Mrs. W. B. Doyle, of Saskatoon, accompanied by his little son.

J. E. Terrill and wife of Lethbridge, representing the Terrill Floral Co., was in town on business on Tuesday.

J. T. Kingsley, accompanied by Mrs. Kingsley, her mother and also her sister, Mrs. and Miss Avegin, returned to Granum on Friday afternoon.

The executive of the Women's Institute met at the School of Agriculture last Friday and drafted a program for the meetings of the next nine months.

Rev. Reid, of Fishburn, occupied the pulpit, morning and evening, at the Methodist church last Sunday. The illness of the pastor, Rev. J. M. Harrison accounts for the supply.

W. C. Burnham and family have moved from Sheppard, Alta. to Claresholm again and will take up residence over the track in the Hall house, which is being prepared for occupation.

The ladies' aid society of the Methodist church met at the parsonage last Thursday afternoon. Arrangements for the renovation of the parsonage for the coming of a new minister's family in a few months was the principal business.

Frightened by the buzz wagon of A. E. McAllister, a team from the Hills ran from the scales at Hallett's coal office on Monday afternoon and from anything that the sporting editor knows to the contrary may be going yet. When last seen the teamster was some length in the rear.

C. B. Schram, who left this neighborhood last December for his home in Lebanon, Ore., returned on Friday of last week. He was not unmindful of the conditions obtaining in Oregon and seems very pleased to be back in this town again. He should settle down and stay this time.

The new gas man, J. Riley, of Lethbridge, formerly a fireman on the telephone exchange, has taken charge for the company here. G. H. Walker, the former gas company representative, is announcing a sale for Saturday and will leave soon to take up a position elsewhere, just the location not having been decided. They come and go but that penalty is still called a discount.

This a Deadly Menace

(By Dr. Stanley Mahood, M. H. O.)

In keeping with the "Clean up, clean out and keep clean campaign," you might ask, "What is a here?" Usually a life saver. You can be a life saver very easily by killing the disease-producing and death-dealing flies. Kill every fly during the summer that you see and keep on killing during the remainder of the season.

You should kill flies. Reason No. 1. The fly is the most dangerous insect on earth. It is more deadly than the cobra, more dangerous than the tiger.

It is your duty to kill flies. Reason No. 2. In some cities the fly alone causes hundreds of deaths each year from typhoid.

All good citizens must kill flies. Reason No. 3. The fly causes thousands of deaths annually in large cities and hundreds in the smaller cities from intestinal diseases.

The dead fly means good work. Reason No. 4. An expert recently examined a fly found on the street.

It was carrying on its legs and in its mouth over 10,000 bacteria, chief among these being typhoid. It had been walking over filth on the street.

The expert caught it on the edge of a glass of milk.

Please kill flies. Reason No. 5. Every autumn there is a rise in the death rate from typhoid fever and this rise has been traced by scientists in a great many cities to flies.

We beg of you to kill all flies. Reason No. 6. The fly kills tens of thousands of children every year.

The fly causes more blindness in children than all other causes combined.

The fly spreads every known disease to children and adults, for it frequents every disease-breeding spot and hunts prowl for filth.

Early in the season kill the flies. In the middle of the summer kill the flies and in the autumn and the winter if you can then kill the flies. Treat the fly as your enemy in the old days treated the Red Indians and the wolves.

First, shut them out of your house, make sure that they won't get in; then kill them off as rapidly as possible and repeat the work when you will no longer have to protect your hon against the death dealing fly.

Screen your windows.

Screen your doors.

New fly screens made of wire netting that will not rust are more important than a new coat of paint on a new automobile, for fly screens mean protection to yourself and family. Protect your house from the flies as absolutely as possible. Protect your food supplies of all kinds and protect your babies' faces from the fly menace.

As the child lies asleep keep mosquito netting over it.

Keep your sugar bowl, butter dish and food supplies (taking special pains with milk) covered from flies. All refuse should be removed at once or sprinkled with lime or kerosene. Keep all receptacles for garbage carefully covered and the cans clean and sprinkled with oil or lime.

Don't forget that if you see flies around, their breeding place is near-by—filth. It may be behind the door, under the table, or in the cuspidor.

If there is no dirt or filth there will be no flies.

If there is a nuisance in the neighborhood write or call up the health department. Do not allow decaying material of any sort to accumulate on or near your premises. All refuse should be removed at once or sprinkled with lime or kerosene. Keep all receptacles for garbage carefully covered and the cans clean and sprinkled with oil or lime.

Remember that your sewage system is in good order. Pour kerosene into the drains.

[Continued on page 3.]

NOW IS THE TIME To Freshen the Interior of your Home for the Winter

Fresh Clean Wall Paper, well put on,
is More Sanitary—More Cheerful

WE GUARANTEE OUR WORK
Orders may be left at The Advertiser.

G. G. SUNDBERG
CLARESHOLM - Alberta.

**PAPER HANGER
DECORATOR
PAINTER**

PRAIRIE VIEW DAIRY—Healthy Cows, Sanitary Premises, Clean Handling

PRICES REASONABLE DAILY DELIVERY PHONE 92
MILK, 14 QUARTS FOR \$1.00 - CREAM, 30C. PER QUART
Rates on larger quantities given on application
Prompt Delivery Made of Special Orders

Fred Anderson, Proprietor, Claresholm, Alta.

UNDER NEW MANAGEMENT

ECONOMY BARN

Livery Draying Feeds
Good Up-to-Date Phone 32 Farmers' Terms given
Rigs. Prompt Best Attention, Clean
Good Horses. Feed, Good Accommodation, Rates Reasonable.
Best Outfit Service.

**J. F. Hagerman, - Proprietor
Claresholm, - Alberta.**

FARMERS

We have Best Grade
GALT COAL \$5.50
A TON

SPECIAL RATES FOR SPRING SUPPLY

SEED WHEAT & OATS FOR SALE

(Oats will be much higher in the Spring)

Phone 410 Call at Night

**NATIONAL ELEVATOR CO. LTD.
WOODHOUSE R. E. LEAPARD, Agent**

HORSEMEN!

The Breeding Season is At Hand.

Nicely Printed Route Cards Are Not Only An Advertisement, and An Announcement, But They Serve Also As A Constant Reminder.

Bring Us A Photo of Your Horse and Have a Picture at the Top of the Route Card.

Don't Forget To Bring Along the Alberta Registration Certificate Required by Law.

We Can Also Supply You with Breeders' Standard Certificate Notes, Books of 50 with Stub.

Bargain Prices for Month of April.

THE ADVERTISER OFFICE

3 Doors North of
Postoffice, Claresholm, Alta.

DAIRY BUTTER

According to Law

Must be so branded, if wrapped, and the Merchant Dare Not Sell it or Have It In Possession Unbranded and the Housewife will not buy Butter Unwrapped We did not make the law but we Do Print and Sell

BUTTER WRAPPERS

Nicely Printed with your Name and Address
Best Parchment. Best Brine-Resisting Non-Poisonous Ink

Bargain Prices for April

THE ADVERTISER

RAILWAY ST. Near Postoffice. CLARESHOLM.

Says Another Side to Story

Editor Advertiser:

Dear Sir:—I noticed in your last week's issue, the first instalment of the regular spring freshest of articles denouncing the mail-order house and its patrons and note that it seems much milder in tone than the sort of junk that is usually handed out to your poor long-suffering country editors to print for their gratis in lieu of news items. There is in this one even a hint that the Retail Merchants' Association and its spokesman, the Commercial Review, have at last seen a glimmering of the real reasons behind this problem and admit the possibility of there being something wrong with their time-honored system and methods. Did it ever occur to you, Mr. Editor, anything in these articles so persistently peddled through the country press might be resented by a large number of your readers and that if these gentlemen whose cause you are espousing would spend some of their energy in some real advertising they would get for their pains more sympathy and less contempt?

Now, I hold no brief for the catalogue houses; they can look out for themselves, as they are perfectly able to do; nor are the country merchant's troubles, as such, my affair; as a wheat farmer in Southern Alberta, I've troubles enough of my own, but I do feel that it is time someone rose up in meeting and called your attention to the fact that in every one of these screeds that takes a crack at the catalogue houses, there is also a slap in the face of we common folk who constitute so great a majority of its patrons and yours and the mail merchants, in the tone of pitiful superiority which the writers always adopts and the insinuation that we patronize the mail-order house because we know no better and are so deluded by their pretty picture-books and price lists that, like the moth to the flame, we come back again and again though we are stung every time if we only knew it.

I probably buy as small a percentage of my stuff from the catalogue houses as anyone, possibly 2 per cent of what I spend for the year, but when I send them an order, I know that I am saving from thirty to fifty per cent and in these times, that is worth while. The other ninety per cent goes to my house merchants and they are welcome to all the good it does them for they generally treat me right. What I am trying to get at is this:

I believe that most of us, in this community at least, do our buying intelligently and know when we are being gouged, whoever does it. We send away for goods that we cannot get here (and therefore thousands of such things) and also for those things on which a child can figure the saving, and we claim that we are strictly within our rights in doing so. When we see an article which is a standard in its line the world over and the manufacturer's name upon it is an absolute guarantee of quality to any one, listed in the catalogue at a saving of one-fourth to sometimes even one-half, we feel justified in buying that article when our good sense tells us that our money will go the farthest. The bug-a-boo of "inferior quality" does not stampede the intelligent buyer, for he sends only for those things he is sure of and always gets the best grade in that particular line and he knows too from experience that his house merchant sometimes has inferior stuff too.

And the reason why they are able to undersell the small town retailer on so many lines of goods is as well and generally understood as the fact that they can and do so. It is no trade secret, but plain to any thinking person, just the difference between cash and credit, all the way down from the factory to the consumer and the mail-order note is simply the shorter and less only one stop. The new system is a perfectly natural product of the times and the result of the inevitable pressure against the old, wasteful, expensive system which has come with that awakening and enlightenment of the people which has been so outstanding

feature of the past twenty or thirty years. Along with the spread of rural mail delivery, rural telephones and the increasing abundance and cheapness of good periodical literature, the mail-order system has become an increasingly potent factor in that awakening. Retail merchandising, in a country town, is no longer the simple matter of a generation ago, of buying a two-bit article from the stock city drummer for four-bits and handing it out to Farmer Contrasted for a dollar. From his mail-order catalogue, the old man has now learned a few things about values and he demands "to be shown."

Those of us who always pay cash for our goods, year in and year out, believe that that fact should entitle us to a larger discount than we ever get from our home merchant. We pay him the same prices as do the book-account customer, the slow-pay and the never-pay. We pay for the "dead beast" money he has to carry, for "charging to profit and loss" is no mysterious process of business, but simply adding enough to cover it to the price paid by the man who does pay. Let the merchant make a bigger distinction between his cash and his credit prices and more of the cash will flow into his till instead into those of the mail-order houses. The mail-order house buys for cash direct from the factory and sells for cash direct to the consumer; the country merchant buys from a high salaried drummer selling for the wholesaler, who buys from the jobber, who buys the stuff from the maker and each takes out its profits "what the trade will bear."

Each pays the other's price clear down the line to the last man, myself and my neighbors all over the land. And yet they cannot understand why we protest against such a system by sending some of our cash away. If someone, (perhaps the gentleman who write for the Commercial Review), will kindly devise a system that will let the retailer get his goods to the consumer without so many leaks on the way, we'll all be delighted, (except the number men). The little makeshift schemes of "our friend Jim" to "beat them at their own game" help a little in some individual cases. But the real trouble lies in the system of distribution and the retailer has no effective weapon for defense against the competition of the mail-order house until some means is found of revising the system. They all know this, and we, their customers, know it and if they do not know that we know it, they ought to.

And what is the secret of cure? I don't know, Mr. Editor, but I would tell it in a hurry, but I can tell Mr. Home-Merchant one thing which makes all the difference between success and failure in the wheat-growing business and, in a way, it is a lot like merchandising and that is to get his business on a cash basis as possible and keep it there. Pipe dream! Of course, but here and there is a wheat farmer in this district who is doing just that and here and there about the country the merchant of the same kind and they are both on solid ground. Too much and too easy credit has been just as bad for many merchants as it has been for wheat farmers. The farmer comes here with capital enough to buy and run a quarter section nicely and spreads it out over two sections and what happens to him has been pretty glaringly exemplified around this district in the past few years.

The man with ambition to be the Cyrus Field of his little town and with about enough capital to run a peanut stand safely, starts a general store that soon runs him in so deep that his little capital is swamped clear out of sight and he is bound hand and foot to the system that keeps him going. But I am not here to tell how to run a store so as to beat the catalogue house, I am merely protesting that we, the class of people who constitute the great body of patrons of both the catalogue house and the home merchant, too understand what we are doing most of the time and that the

(Continued on page three.)

ADVERTISERS want in the media which they employ, many features of varying importance, and the absence of any one affects the ultimate value only to the extent of its relative importance. Those who embrace a wide and active circle of readers, a prestige of sympathy of aim and endeavor which gives a dignity to the printed invitation to a business relation, a reliance upon the originality of conception and individuality of execution which places the message in a pleasingly impressive manner to the reader, and with these regularity increases efficiency.

JUDGED by these and other advantages The Claresholm Advertiser affords the discriminating advertiser a hearing in the homes of the farmers of this district and in the homes of the town people—The Advertiser is not a billboard, or an inanimate news registering machine; it is alive to the interests of the town, district and the province and hence its added value to the advertiser.

PRINTING is an art; one does not learn to be a printer but he learns to handle the implements of his art—here again the clarity of design and character in its expression bulk largely. The Advertiser Job Presses ask to be judged by the discriminating buyer of its printing. If you use it in your business and it is printed, give us the opportunity to figure on your next order.

ADVERTISER JOB PRESSES Claresholm - - Alta.

Exceptional Opportunity For All Our Readers . .

The publishers of The Advertiser are pleased to be able to announce that they have now completed arrangements which enable them to make a most attractive offer to their readers.

Everybody is keenly interested in the Great War now being waged in Europe. Realizing this, some of the big publishers are producing illustrated records of the war, in weekly parts. Many of the opportunity of securing these easily.

We consider ourselves fortunate in now being able to offer to our readers the most attractive of these publications—namely—

"THE WAR PICTORIAL"

THIS PUBLICATION is a splendid record and illustrated history of the Great War. Week by week the camera depicts notable happenings by land, sea or air. The latest and best pictures from the war zone are shown, and also many exclusive photos of our own Canadian troops, at Valcartier Camp, etc. Embraking for the Front, and in their charge across the water, with other features of special interest to Canadians.

The publication has an attractive cover printed in three colors, and contains twenty-four full illustrations, with a summary of the week's events entitled "The March of Events." Special numbers, with more pages and illustrations in color, are issued from time to time. It is well printed on good paper, size 9 x 12, an attractive size for binding.

Many prominent Canadians are reading "The War Pictorial" among the number being sent out are: SIR HON. GEO. E. FOSTER, SIR WILFRED LAURIER, HON. GEORGE W. HOBNE, etc., etc.

Every family should have this fine record, not only for enjoyment now, but to carefully preserve as a splendid and most valuable souvenir for those who come after them. In order that all our readers may enjoy this publication and procure it on favorable terms, we make the following

SPECIAL OFFER

"THE WAR PICTORIAL" (with subscription—3 months (12 parts) for \$1.50, or 6 months (24 parts) for \$3.00, but—

THIS COUPON MEANS MONEY TO YOU

This Coupon entitles the bearer to the following special rates for "The War Pictorial."

3 Months Subscription (12 parts) \$1.50 (Regular Price \$1.50)

6 Months Subscription (24 parts) \$3.00 (Regular Price \$3.00)

With all 6 Months Subscriptions the Coupon also entitles bearer to a fine War Map in color, without price to be added to the coupon.

PRESENT THIS COUPON AT OUR OFFICE WITH THE SPECIAL SUBSCRIPTION PRICE.

THE ADVERTISER

Claresholm, - - Alberta.

Call in at Our Office when passing and see a copy of "The War Pictorial" and also the fine War Map.



PROVINCE OF ALBERTA DEPARTMENT OF MUNICIPAL AFFAIRS

Notice of Court for Confirmation of Returns of Unpaid Taxes

NOTICE is hereby given that the returns of the Municipal Council have been submitted to the Court for Confirmation of Returns of Unpaid Taxes on the 20th day of June, 1915, at 10 o'clock a.m., for the holding of a Court at the Courthouse, in the City of Calgary, for the confirmation of the returns of unpaid taxes made under the provisions of section 91 of the Local Improvement Act, covering the following Local Improvement Districts:

Large districts: Nos. 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

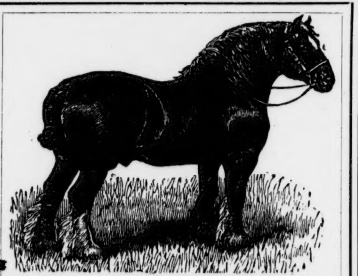
Also for confirmation of the returns of unpaid taxes made under the provisions of section 19 of the School Act, covering the following school districts:

School districts: Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

ROLES GOVERNING DAIRY COW COMPETITION, 1915-16

(PREFER THESE RULES FOR REFERENCE)

- The competition shall be open to anyone living within a radius of 30 miles from the Clareisho, Olds, or Vermilion Stations of Agriculture.
- The competition shall be open only to grade herds and shall commence on 1st of April, 1915, and fresh cows will be admitted until 1st of June, 1915.
- The competition shall close 31st of January, 1916.
- All cows in the herd must be entered, but the final awards must be made on the average milk and butter fat produced of the highest yielding 50 % of the cows in each herd provided six cows or over are entered in the contest.
- In herds of less than six cows the highest three cows shall be taken.
- A herd must consist of a minimum of three cows.
- The test for each cow shall be taken from the day she freshens and shall continue for a period of 240 days.
- Any cow freshening previous to April 1st may be started in the contest on 1st of April.
- Scale and milk sheets will be supplied by the department of agriculture.
- An inspector will be appointed to inspect the cows and weigh their milk once in six weeks, or as often as he deems advisable.
- All milk record sheets must be sent in promptly to the inspector by registered mail at the end of each calendar month.
- When a new cow freshens the inspector must be immediately notified by writing.
- The inspector must be furnished at the time of entry with the name and description of each cow.
- At each visit of the inspector the competitor shall furnish a statement of the amount and kind of feed fed each animal.
- In cases of dispute the inspector's ruling shall be final.
- Any competitor not complying with the rules shall return the scales to the inspector.
- Each competitor complying with the foregoing rules in the competition will be allowed to retain the scales as his or her own.
- The prizes will be awarded according to the following scale of points:— 25 points for each pound of butter fat; 3 points for each pound of solids not fat.— (Scales not fat to be calculated on approved formulae.)
- No competitor shall be awarded more than one prize.
- In calculating the relative standing of animals of different ages the rules governing the Canadian Pedigree Book will be followed.
- In each case the winner of a prize will be given the choice of an animal from one of the following herds:— CATTLE—HOLDEN, JERSEY, Ayrshire, Shorthorn, THIRL—Hudson, Shropshire, PIR—Hudson, Shropshire, Yorkshire, York shire, FIRST PRIZE—Calf over 10 months; Second PRIZE—Calf under 10 months.
- Application to be made to the Principal of the Agricultural Schools at Clareisho, Vermilion, or Olds, Alberta.



"VICTORIA BOBS"

A Pure-Bred Registered Shire Stallion

PEDIGREE

Bred, Shire, Color, Bay; Marks, Star, hind legs white; foaled July 1st, 1900; bred by Galbraith Bros., Orangeville, Ont.
DAM—Topsy Mirfield [152]; Topsy (imp.) [52] (3679)
SIRE—C. A. (imp.) [220] (11109); Mirfield Mermaid (imp.) [286] (7766); King of the Valley (1248)

GOVERNMENT OF THE PROVINCE OF ALBERTA

CERTIFICATE OF PURE-BRED STATUS
(The Horse Register, Official, No. 13, 1913)
The pedigree of the above "Victoria Bob" described as follows: Bred, Shire, Color, Bay; Marks, Star, hind legs white; foaled in the year 1900; has been examined in the department, and I hereby certify that the said stallion is of pure breeding and is registered in a stud book recognized by the department.
Dated at Edmonton, this twenty-second day of May, 1906.

GEORGE HARDY, Deputy Minister of Agriculture.

The above Stallion will stand for service at the farm of the owners, 2-12-25

J. P. STRANG & SON, Owners.

Rev. H. M. Henderson, rector of the church of St. John the Evangelist, returned from Calgary last week, where he has been several weeks very busy. Friends of the rector are pleased that he has recovered and is once more in charge of the work of the church here.

At the afternoon tea held at the home of Mrs. J. M. Soly, last week, a W. M. S. of the local Methodist church presented with a life membership Mrs. (Mrs.) Harrison, who is one of the oldest members of the Methodist Women's Missionary Society in Canada from the standpoint of longevity of membership.

PROVINCE OF ALBERTA

LIQUOR LICENSE ORDINANCE

APPLICATIONS FOR LIQUOR LICENSES

The following applications for liquor licenses will be considered by the Board of Liquor License Commissioners at the Annual Meeting to be held in the City Hall, at Clareisho, on Thursday, May 20th, 1915, at 10 o'clock a.m.:

Neil McInnis, for renewal of license in respect to the Alberta Hotel, situate on Lot two hundred and seventy-two (272), Kettle's Plan No. 40-B, Pincher Creek, Alberta.

William Weston Dobbin, for renewal of license in respect to the Arlington Hotel, situate on Lot ninety-one (91), Kettle's Plan No. 40-B, Pincher Creek, Alberta.

Joseph Dupper and Joseph H. Dupper, for renewal of license in respect to the King Edward Hotel, situate on Lot thirty and thirty-one (32 and 33), Kettle's Plan No. 40-B, Pincher Creek, Alberta.

High Douglas MacMillan, for renewal of license in respect to the Cowley Hotel, situate on Lot four and five (4 and 5), Block three (3), Cowley, Alberta.

Thomas McDonald, for renewal of license in respect to the Union Hotel, situate on Lot one hundred and eighty-eight (188) and 189, Block twenty-eight (28), Frank, Alberta.

The Canadian Coal Consolidated Co., Ltd., C. J. Tompkins, Manager, for renewal of license in respect to the Sunnyside Hotel, situate on the east half of Section thirty-six (36), Township seven (7) North of 1st, west of the fifth (5) Meridian, Frank, Alberta.

Albert Mutt, for renewal of wholesale liquor license in respect to the Fernie Hotel, situate on Lot one and two (1 and 2), south-east quarter of Section thirty-six (36), Township seven (7) North of 1st, west of the fifth (5) Meridian, Frank, Alberta.

Fritz Sick, for renewal of license in respect to the Alberta Hotel, situate on Lot eight, nine and ten (8, 9 and 10), Block three (3), Blainville, Alberta.

Paul Henry Dular, for renewal of license in respect to the Blainville Hotel, situate on Lot nine and ten (9 and 10), Block three (3), Blainville, Alberta.

Abraham Albert Sparks, for renewal of license in respect to the Compton Hotel, situate on Lot one and two (1 and 2), Block four (4), Blainville, Alberta.

Margie & Fraser Liquor Co., Ltd., Randolph Menzies, President, for renewal of wholesale liquor license granted in respect to store situate on Lot ten (10), Block six (6), Victoria Street, Blainville, Alberta.

Michael Ross, for renewal of wholesale liquor license granted in respect to store situate on Lot three (3), Block four (4), Victoria Street, Blainville, Alberta.

Albert Mutt, for renewal of license in respect to the Coleman Hotel, situate on Lot one, two and three (1, 2 and 3), Block eleven (11), Coleman, Alberta.

Grand Union Hotel Co., of Coleman, Ltd., George Albert Clair, manager, for renewal of license in respect to the Grand Union Hotel, situate on Lot three, four, five and six (3, 4, 5 and 6), Block twelve (12), Coleman, Alberta.

Coleman Liquor Co., Ltd., Stephen Jackson, manager, for renewal of wholesale liquor license granted in respect to store situate on Lot five and six (5 and 6), Block five (5), Coleman, Alberta.

Thomas Macklin, for renewal of license in respect to the Windsor Hotel, situate on Lot twenty-three and twenty-four (23 and 24), Block three (3), Lundre, Alberta.

Joseph Bateman Ross, for renewal of license in respect to the Southern Hotel, situate on Lot three, four and five (3, 4 and 5), Block B, Bellevue, Alberta.

Ranchman's Trust Co., Ltd., James A. Callan, manager, for renewal of license in respect to the Bellevue Hotel, situate on Lot six and seven (6 and 7), Block eleven (11), Bellevue, Alberta.

Thomas Bradford Ross, for renewal of wholesale liquor license granted in respect to store situate on Lot ten (10), Block B, Bellevue, Alberta.

Fred Munn Collins, for renewal of license in respect to the Alexandra Hotel, situate on Lot one (1), Block three (3), Pincher Creek, Alberta.

Thomas Hope Duncan, for renewal of license in respect to the Pauling Hotel, situate on Lot six and seven (6 and 7), Block five (5), Pincher Creek, Alberta.

Charles Fuchs, for renewal of license in respect to the Union Hotel, situate on Lot six (6), Block thirty-three (33), Hildreth, Alberta.

John Albert Freeman, for renewal of license in respect to the Astoria Hotel, situate on Lot twenty-two to twenty-five (22 to 25), Block three (3) and a part of Block B, Hildreth, Alberta.

Lewis Williams, for renewal of license in respect to the Oxford Hotel, situate on Lot one, two and three (1, 2 and 3), Block eleven (11), High River, Alberta.

St. George Hotel, Limited, Adolph J. H. Koch, manager, for renewal of license in respect to the St. George Hotel, situate on Lot two to six (2 to 6), Block three (3), High River, Alberta.

The High River Trading Co., M. A. E. Robertson, for renewal of wholesale liquor license in respect to store situate on the Langens Reserve and Lot seven (7), both in Block one (1), High River, Alberta.

The Auditorium Hotel Co., Ltd., William Barber, manager, for renewal of license in respect to the Auditorium Hotel, situate on Lot nine and ten (9 and 10), Block three (3), Nanton, Alberta.

Elizabeth McKenzie, for renewal of license in respect to the Nanton Hotel, situate on Lot one, two and three (1, 2 and 3), Block three (3), Nanton, Alberta.

William John Stokes, for renewal of license in respect to the Stately Hotel, situate on Lot eighty-one, eighty-two and eighty-three (81, 82 and 83), Block five (5), Stately, Alberta.

Thomas Gray, for renewal of license in respect to the Queen's Hotel, situate on Lot one, ten and eleven (10 and 11), Block twenty-six (26), Clarendon, Alberta.

John Archibald Mitchell, for renewal of license in respect to the Wilton Hotel, situate on Lot eleven, twelve and thirteen (11, 12 and 13), Block two (2), Clarendon, Alberta.

Joseph Giroux, for renewal of wholesale liquor license granted in respect to store situate on the east half of Lot three (3), Block four (4), Clarendon, Alberta.

John Daly, for renewal of license in respect to the Alberta Hotel, situate on Lot twenty-one (21), Block one (1), Gramma, Alberta.

Thomas Hatchard Sealman, for renewal of license in respect to the Queen's Hotel, situate on Lot twenty-six and twenty-seven (26 and 27), north side of Twenty-Fourth Street, Macleod, Alberta.

William Howard Ashby, for renewal of license in respect to the American Hotel, situate on Lot thirty-three and thirty-four (33 and 34), on the south side of Twenty-Fourth Street, west of Fifth Avenue, Macleod, Alberta.

David Johnson Crier, Richard Jones and John Swanton, for renewal of license in respect to the Empire Hotel, situate on Lot twenty-seven (27), north side of Fifth Avenue, west of Fifth Avenue, Macleod, Alberta.

The Hudson Bay Co., Leonard B. Barnett, manager, for renewal of wholesale liquor license granted in respect to store situate on Lot twenty-eight (28), on the north side of Twenty-Fourth Street, west of Fifth Avenue, Macleod, Alberta.

Edward Albert Mansell, for renewal of wholesale liquor license granted in respect to store situate on the east side of Lot twenty (20), west of the north side of Twenty-Fourth Street, west of Fifth Avenue, Macleod, Alberta.

David Clark, for renewal of license in respect to the Parkland Hotel, situate on Lot one and two (1 and 2), Block eight (8), Parkland, Alberta.

BYED at Edmonton, this twentieth day of April, 1915.

G. P. OWEN FENNELL, Acting Deputy Attorney General.

Another "Thou Shalt Not"

Under the Post Office Act, Sections 65 and 66, the Postmaster General has the exclusive privilege of receiving, collecting, conveying and delivering letters within Canada.

Bills and accounts whether in open or sealed envelopes, as well as circulars or other printed matter enclosed in envelopes sealed or ready to be sealed, are "Letters" within the meaning of the Post Office Act.

There is a penalty under Section 136 of the Post Office Act which may amount to \$20.00 for each letter unlawfully carried.

It has been brought to the attention of the Post Office Department that some business firms desiring to avoid paying the War Tax which became effective on the 15th April, propose making arrangements for the delivery of accounts, bills, circulars, etc., through unauthorized persons, contrary to the provisions of the Post Office Act, and a warning is hereby given that the Post Office Department intends to insist that the law shall be rigidly lived up to, and will in no circumstances allow these parties to avoid paying the one cent tax which has been imposed for war purposes.

All letters conveyed, received, collected, sent or delivered in contravention of the Post Office Act, and all persons guilty of such contravention, will be immediately taken for the prosecution of the law.

The officers of the Post Office Department are in all cases where the law has been contravened.

Says Another Side to Story

(Continued from page two)

trouble with this much-discussed problem here with the mail-order house, or with us, but much rather to the gentleman who writes so eagerly of his petty scheme for the taking of their own game.

Let him continue to sweep back the tide of mail-order competition with so pitiful a broom and get down to business and show the country merchant how to get his goods for less money, how to reduce these goods in some way, one-half so practically compelling as the catalogue way and he will be doing something for his country.

H. C.

Most Worthy of Observance

Arbor Day is not observed in Canada to the extent which its importance warrants.

The people of Canada must ever keep in mind their dependence upon her forests. With large areas suitable only for forestry purposes, it is essential that the value of trees and their protection should be thoroughly impressed upon the people.

While Arbor Day is observed in the rural schools, and in some city schools, its recognition by the general public is not as general as it should be.

In the province of Alberta, Arbor Day is a public holiday. It is generally observed by the towns and school districts for the planting of trees and flowers. More general public recognition should be given to Arbor Day, and the planting and protection of shade trees, the preparation of flowers and vegetable gardens, and the thorough cleaning up of homes and surroundings should be advocated as special duties for the day. Alberta is in need of trees, and every encouragement should be given to their increase.

Arbor Day has its justification in the value of trees, from whatever point of view they may be considered. Nothing contributes so much to make the world a pleasant place to live in as trees. The true home feeling is not satisfied without the presence of the tree, with their shelter and shade, their beauty of form and leaf, their blossom and their carrying shade with the passing of the seasons, and the fanning of color in the autumn days. They also afford homes and shelter for our feathered friends—the birds—during their annual visits to us.

There is nothing which will add beauty and value to a home or schoolhouse more than the presence of trees; there is likewise nothing which adds more to the comfort of the pedestrian than shade trees on the roadside. The way may be made dusty, but under the cool shade of the trees rest is found.

It is to be hoped, therefore, that the celebration of Arbor Day will become more general; that the planting and care of trees and shrubs around schoolhouses, homes, public squares and by road sides may have the effect of developing a keener appreciation of the value and beauty of trees; and that in thus enlarging the field of Arbor Day activities, greater interest may be taken in the protection of our Canadian forests from the reckless destruction by fire and the axe with which they are threatened.

Stagnos of Canadian Northwest Land Regulations

The sale here of a family of five made one of the most interesting and successful sales of the season. The family consisted of a mother, a father, a son, a daughter, and a baby. The family was sold to a family of five, and the family was sold to a family of five.

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M. MECKLENBURG, A. M.

European, American and Canadian Diplomas

Exclusive Sight Specialist

29 years' experience
10 years in Alberta

Eyes properly, thoroughly and scientifically examined, tested and fitted to the proper lenses.

You take no risks when you consult me.

Repairing done while you wait.

Calgary Office Phone M1112
King George Hotel.
Will be at

Watch for Dates.

Farmers would learn something to their own advantage by seeing

ERICKSON
THE COAL MAN

Best Lethbridge Coal on the market.

WESTERN GROWN
NURSERY STOCK

Supplied by
THE CLUNY NURSERIES, LIMITED.
(Incorporated)

THE TRUSTS AND GUARANTEE
SMALL FRUITS
ORDER NOW for Early Spring Shipment
F. HOSSLE, - - - Agent
Clareisho - - - Alberta

Additional Local Items

O. S. Longman, of the staff of the school of agriculture left last Monday for Raymond to assist in the campaign against the cutworm.

BORN—On Tuesday, April 20th, to Mr. and Mrs. W. LeRoy Stebbins, a son. The boy will bear the name LeRoy Miles Stebbins.

BORN—On Friday, April 17th, to Mr. and Mrs. M. D. Dunning, a daughter. Mrs. Dunning, who sustained an injury at the rink a month ago, is convalescing favorably.

Stanley Henderson, who has been for three years continuously on the staff of the Union Bank branch at Grass Lake, was transferred to the branch on Wednesday of this week. This should be an agreeable change for this is the home of his parents, the Rev. H. M. and Mrs. Henderson, of the Church of England.

The program of the Women's Institute branch here, which was issued this week, indicates that the ladies have taken the possibility of the institute-work and very interesting profitable meetings are before them this year. Of the twelve subjects up for discussion, four of these will be introduced by ladies from the country and the subjects chosen were very practical to the home life on farms or in town.

C. S. Holtschick, chief publicity commissioner for the Alberta government, left for Edmonton on Monday night. He has spent a few days in the country with Mr. F. Murray, being on the way from Los Angeles, Cal., where he has spent the past winter for his health. While Mr. Holtschick has not recovered his health altogether, he is considerably improved and has been the journey very well from California to Clareisho and the return to Edmonton.

Gilbert & McPherson, who conducted a series of special services very successfully last winter at the home of Mrs. W. LeRoy Stebbins, at Lethbridge, returned at Seattle, Wash., last week.

